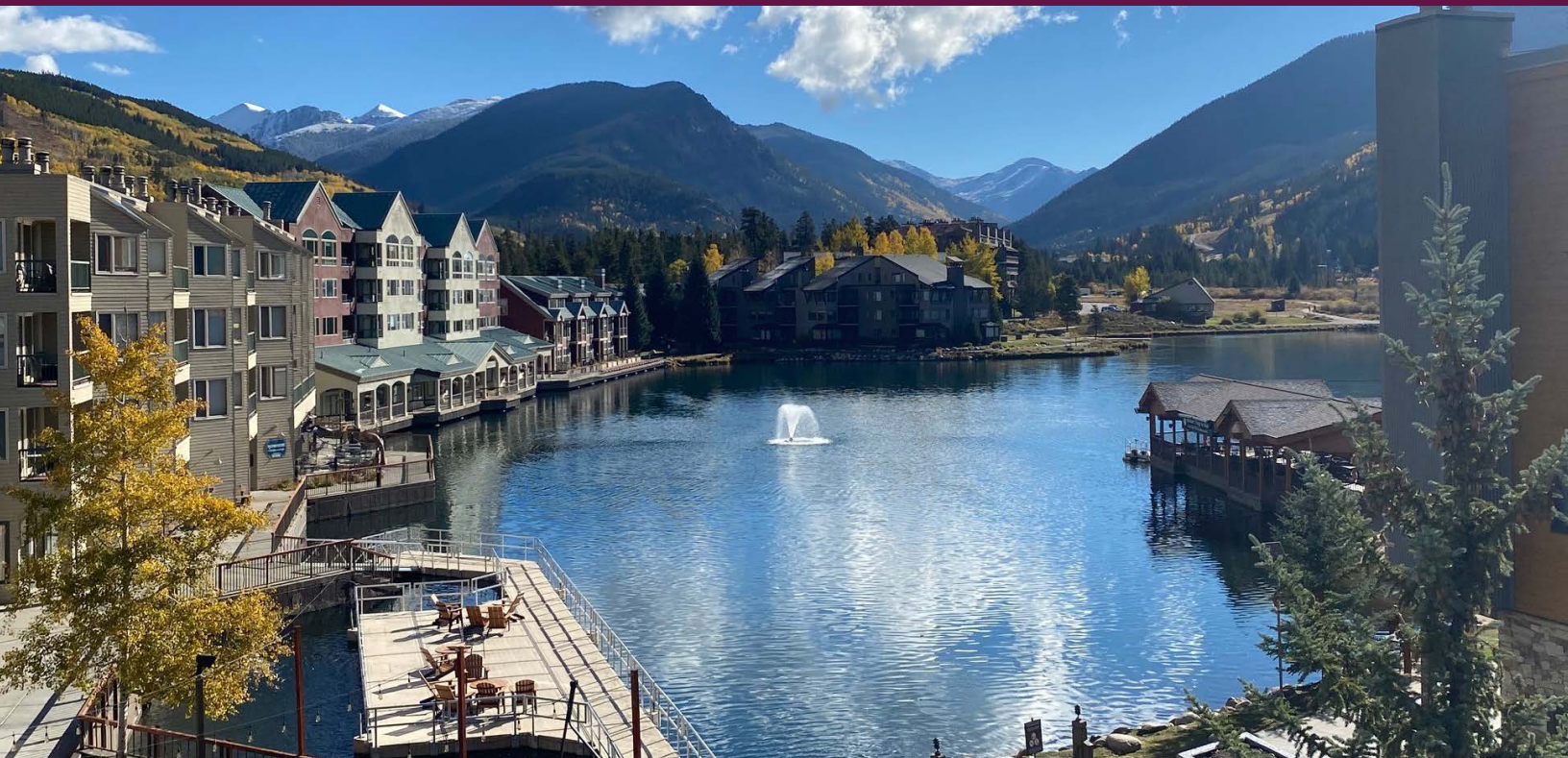




STATE CONFERENCE

SEPTEMBER 18-20, 2024
KEYSTONE, COLORADO

SPONSOR AND EXHIBITOR
prospectus



Welcome to the 2024

COLORADO SHRM STATE CONFERENCE!

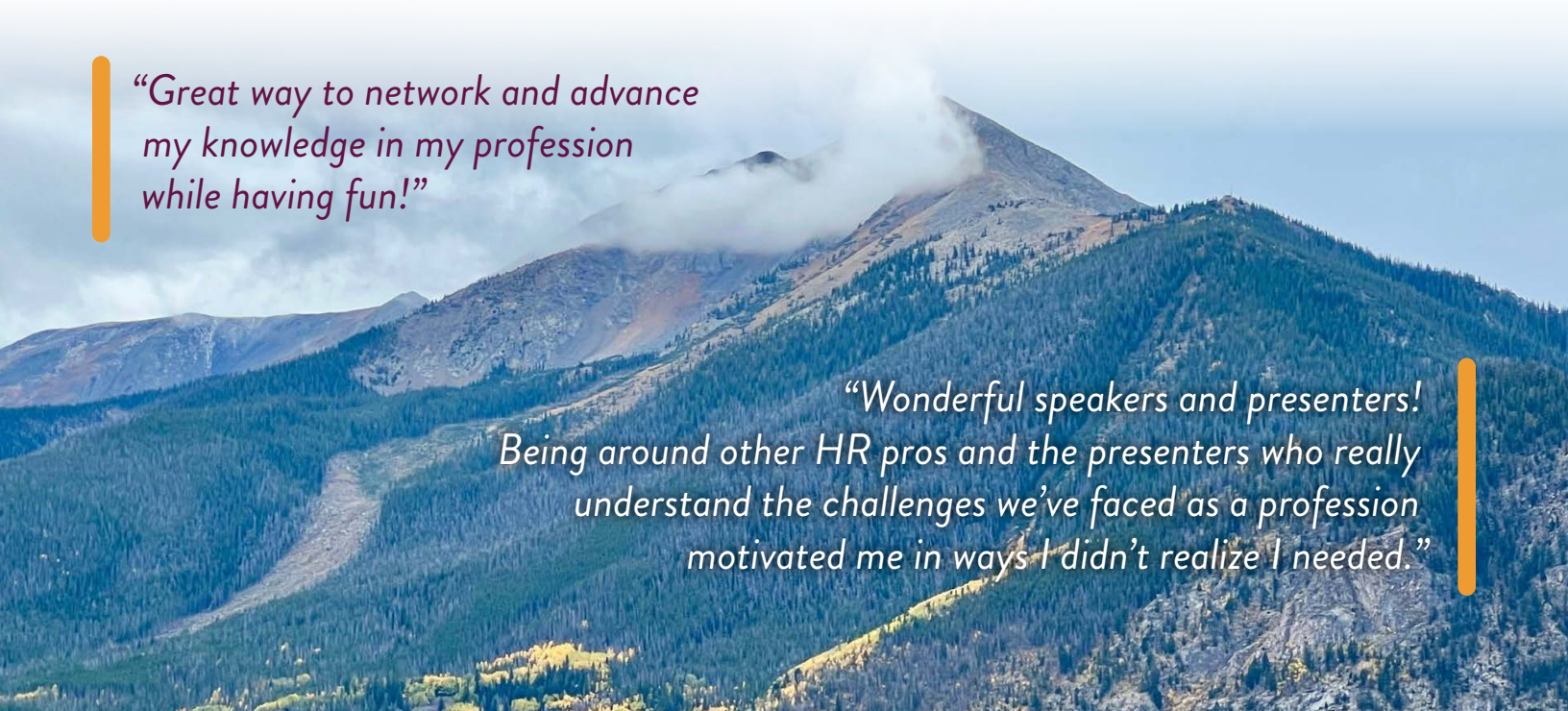


As Colorado SHRM celebrates its 20th anniversary in 2024, we're proud of the statewide community of HR and small business professionals that we've engaged by sharing best practices, education, advocacy and workplace trends to serve and advance the HR profession.

And we appreciate you, our partners, as we execute on our mission to elevate the workplace in Colorado by driving HR excellence.

We invite you to join us in 2024 as a sponsor and exhibitor as we offer you the unique opportunity to get in front of leaders and connect with decision-making professionals from across the state.

These industry leaders are looking for the latest technology and professional services available to support their companies and their careers. Our in-person networking opportunities along with our engaging conference app are designed to maximize your ROI, resulting in meaningful interactions at your booth, on the app, and beyond!

A scenic photograph of a mountain range with snow-capped peaks and evergreen forests. The sky is blue with some clouds.

"Great way to network and advance my knowledge in my profession while having fun!"

"Wonderful speakers and presenters! Being around other HR pros and the presenters who really understand the challenges we've faced as a profession motivated me in ways I didn't realize I needed."

Highlights this year

IN KEYSTONE, CO | SEPT. 18-20, 2024



All sponsorships include an exhibitor booth – And allotted booth staff are welcome to attend conference sessions!



The time is right – You asked and we listened! The 2024 Conference will be held Wednesday afternoon through Friday midday. Join us for the end of the work week to get in front of and connect with HR professionals from across the state and the region.



Intentional Networking Opportunities – There will be events both Wednesday and Thursday evenings to foster informal connections – and both are available for sponsorship!



Signature Series returns – The inaugural Signature Series in 2022 was such a success that it's returning for 2024! The exclusive sponsorship features additional small-group learning, networking and recertification opportunities on the afternoon of September 18 prior to the Welcome Reception and official conference kickoff on Wednesday evening.



Creative content delivery formats – Content Track Sponsorships available!



Gamification – All sponsors are automatically included in gamification on the conference app. Exhibitors will have the option to upgrade their package and be included as well.



Location, Location, Location – Consider extending your visit in Keystone to take in Colorado's beautiful fall colors in September!

VIRTUAL CONTENT AVAILABLE



Limited virtual content is included for all conference attendees as part of their registration and will be available for purchase for individuals that are not able to attend the in-person event.

SPONSORS & EXHIBITORS BENEFITS BY TYPE	Presenting Sponsor \$17,500 (1) Presenting Sponsor	Gold Medal Sponsor \$15,000 (1) Thursday Night Dinner & Service Event	Silver Medal Sponsor \$12,500 (1) Wednesday Evening Keynote & Opening Reception	Bronze Medal Sponsor \$10,000 (2) Keynote Sponsor General Session Sponsor	Blue Ring Sponsor \$8,500 (3) Signature Series Sponsor Registration Sponsor Student Union Sponsor	Black Ring Sponsor \$7,500 (6) Conference Bag, Lanyard Wifi, App, Volunteer Apparel Attendee Giveaway	Red Ring Sponsor \$5,000 (7) Thurs Breakfast, Thurs Lunch Fri Breakfast, Fri Lunch VIP Experience, Thurs AM Wellness, Fri AM Wellness	Yellow Ring Sponsor \$3,500 (8) Thurs AM Break, Thurs PM Break, Fri AM Break Conference Café Content Tracks (4)	Green Ring Sponsor \$3,000 (10) Future of HR - Sponsor a Student	Exhibitor \$2,500 (20)
ONSITE BENEFITS										
Priority exhibit space selection	X	X	X							
COSHRM to help promote optional company-sponsored event outside of conference hours*	X	X	X							
Speaking opportunity to address onsite conference attendees**	X	X	X	X						
Sponsorship recognition on rotating slides in General Session room	X	X	X	X	X	X	X	X	X	
Allotted onsite exhibitor personnel registrations to the conference (includes access to conference sessions)	6	4	3	3	3	3	2	2	2	2
Unique benefits related to sponsorship	Logo featured prominently in conference marketing materials	Exclusive sponsor of evening dinner and service event	Exclusive sponsorship of kickoff keynote and reception	Opportunity to address full conference audience and special access to keynote speakers	Signage and recognition in high-traffic and exclusive event spaces	Exclusive logo use on conference branded items	Recognition onsite and via the app at popular and must-have attendee activities, meals and experiences	Recognition onsite and via the app for snack breaks and content tracks	Sponsor students to attend #COSHRM24 and get special access to future HR talent	
VIRTUAL BENEFITS										
Company-specific banner advertising on virtual platform	X	X	X			X For app sponsor only				
Acknowledgement of sponsored activity/item displayed on the app	X	X	X			X For app sponsor only	X	X		
One push notification via the app to registered attendees prior to the event	X	X	X	\$250	\$250	\$250	\$250	\$250	\$250	\$250
One push notification via the app to attendees at the live event	X	X	X	X	X	\$250	\$250	\$250	\$250	\$250
Inclusion of company in gamification on the virtual platform	X	X	X	X	X	X	X	X	X	\$250
EVERYONE RECEIVES										
Exhibit space	8’ x 20 of exhibit space 2 x 6’ draped tables 6 x chairs	8’ x 20 of exhibit space 2 x 6’ draped tables 4 x chairs	8’ x 20 of exhibit space 2 x 6’ draped tables 3 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 3 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 3 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 3 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 2 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 2 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 2 x chairs	8’ x 10 of exhibit space 1 x 6’ draped tables 2 x chairs
Complimentary wifi access in the Exhibit Hall	X	X	X	X	X	X	X	X	X	X
Conference app access leading up to and onsite at the event	X	X	X	X	X	X	X	X	X	X
Virtual booth with company logo, url and contact information	X	X	X	X	X	X	X	X	X	X
Ability to upload video, marketing content and photos	X	X	X	X	X	X	X	X	X	X
In-app messaging and chat capabilities with attendees	X	X	X	X	X	X	X	X	X	X
Attendee list of individuals you engaged with at the event via the conference app	X	X	X	X	X	X	X	X	X	X

*Must be inclusive of all conference attendees, though space can be limited
 **2-3 minutes allotted at a time associated with the sponsorship; to be determined by the Conference Committee

Audience profile

YEARS in HR



0-6 years	26%
7-15 years	33%
16+ years	42%

decision makers

22% of attendees hold
Director-Level positions

11+% of attendees
hold C-Suite and Leadership
positions (Presidents, SVPs, VPs and Executive Directors)



COMPANY SIZE

1-50 employees	15%	51-200 employees	34%
201-500 employees	21%	501+ employees	30%



500+

HR and small business
professionals
in attendance

300+

Different Companies, Local/State
Governments, Universities and
School Districts represented

*"It was the shot in the arm
that I needed!
Informative and fun!"*

*"I loved this conference. So much more
than I expected. Engaging speakers,
relevant topics and overall very well done!"*

Who sponsors and exhibits at COSHRM?

HEALTH &
WELLNESS

**solutions
providers**

HIGHER EDUCATION

*compensation &
benefits companies*

RECERTIFICATION PROGRAMS

talent management

***rewards
& recognition***

payroll solutions

banks

TECH INNOVATORS

consultants
& coaches

**staffing
agencies**

HRM providers

FINANCIAL WELLNESS
PROGRAMS

EDUCATION
PROGRAMS

EMPLOYMENT
LAW FIRMS

brokerages

*insurance
companies*

+ you.

SEE YOU IN *Keystone*

AFFILIATE OF



BETTER WORKPLACES
BETTER WORLD™

**Presented by the SHRM-affiliated Colorado State Council (COSHRM)
in collaboration with the six state SHRM Affiliate chapters.**

